

Shorter, Chere

From: sj@starcross.org%inter2 [sj@starcross.org] on behalf of sj@starcross.org
Sent: Thursday, November 18, 2004 10:44 PM
To: Shorter, Chere
Subject: olive oil standards

Dear Chere Shorter,

As a new olive oil producer and member of the California Olive Oil Council, I am very concerned about the mislabeling of extra virgin olive oil in our country. Consumers do not know what they are getting when they buy something labelled "extra virgin". Many inferior oils are sold under that label, thus ruining the reputation of those of us trying to produce a quality oil.

I urge you to adopt rigorous standards for classifying and labeling olive oil.

Thank you very much. Julie DeRossi

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